

REMARKS

In the Office Action under reply, restriction was required as follows:

Group I claims 1-22 and 28-30, which the Examiner characterized as being directed to "a method and an apparatus for providing image content and insertion of advertisements into the image content;" and

Group II claims 23-27 and 31, which the Examiner characterized as being directed to "a charge totalizing method for totaling the charge of advertisements to an advertiser."

Applicant elects, **without traverse**, Group I claims 1-22 and 28-30 for further prosecution in the present application. To simplify the prosecution of this application, non-elected claims 23-27 and 31 are cancelled.

Applicant reserves his right to present the non-elected claims in a divisional application for further prosecution.

An early examination on the merits of the elected claims is solicited.

Respectfully submitted,
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By:



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